

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is the important necessity of human life in this world. As human being, people use language to deliver what they want to speak to the other. According to Wardaugh (in Srijono, 2001:1), “Language is a system of arbitrary vocal symbols used for human communication”. In human communication, there are two forms of language, spoken language and written language. People use spoken and written language in the daily life to facilitate in communication.

Language has a lot of functions to the people in daily life. According to Srijono (2001:7), “People use language for different purpose. They use language for communication, persuasion, information, introduction, negotiation and for socialization”. For the communication, language can share the human’s feeling, desire and idea to the other people.

Language has the relation with the society. According to Wardhaugh (1998:12) :

“Sociolinguistics is concerned with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how language function in communication and Sociology of language will be discover how social can be better understood through the study of language”.

Holmes (1992:1) states that language and society are interest in explaining why we speak differently in different social, context, and it concern with identifying the social functions of language and the ways it is used to convey social meaning

Based on the statements the writer concludes that sociolinguistics is a study that is concerned on how the people uses the language and create a new language in their society. Every society in this world has its own language because the condition of society influence the people's creativity in creating a new word in community.

Sociolinguistics also studies the language variation that occurs in this world. There are several definitions about the language variation. Hudson (in Wardaugh, 1998:21) defines a variety of language as a set of linguistics items with similar distribution. Alwasilah (1985:51) states that there are six terms of language variation, namely Style, Slang, Colloquial, Jargon, Argot and Register.

The language of people in society are different from each other. For example, the language that is used by the teacher and the doctor are different. Each of them has its characteristics, in Sociolinguistics it is called Register. Holmes (1992:246) states that the term register here describes the language of groups of people with common interest or jobs, or the language used in situational associated with such groups. The differences of each language are related with the context of situation, which consist of field, mode, and tenor.

Today, in social media there are a lot of groups such as, Twitter, Kaskus, Skype, Facebook. We can investigate the use of language in each group. The languages are different from each other. An example can be seen in the facebook group, there are trading activities between the seller and the buyer selling their goods by online via facebook. This group is called fun page, it is a place where the seller has an online store or known as the Online Shop.

Online shopping is the process of buying goods and services from merchants who sell their merchandise on the internet. Shoppers can visit web store or online shop from their home by connecting to the internet with a personal computer. Consumers buy a variety of items such as shoes, bags, clothes, foods. A lot of new words are created in that group especially at online shop. In Online shop's languages, online shop is acted as the field, buyer and seller as the tenor and the spoken or written language as the mode.

In this research, the writer focuses on sociolinguistic analysis studying about the register as a kind of language variation. The writer uses the online shop in facebook because today a lot of people use this social media and they think that it makes more efficient in shopping activity. And also, the author finds a lot of registers used by the buyer and customer in trading transaction.

From that several reasons above, the writer is encouraged to entitle the research as the following *A Sociolinguistics Analysis of Register Used in Online Shop of Social Media (www.Facebook.com)*.

B. Previous Study

The writer realizes that this research is not the first research in register analysis. To prove the originality of this research, the writer will show the several previous studies which dealing with this research.

The first previous study is from the research entitled “Register Analysis in English Movie Advertisements of *www.21-cineplex.com* (A Sociolinguistics Study)” by Faridatul Ulfah (UNS:2010). Her type of research is a descriptive qualitative research. The objective of her study is to identify the characteristics of linguistic factors, non linguistic factors and both language variety and figures of speech characterize the register of english movie advertisements of *www.21-cineplex.com*. In her study, she analyzes the register in several drama advertisement based on the story themes (comedy, tragedy and suspense movie), story substances (crime, adventure, horror, historical, war movie), the target consumers and also based on the performance movie advertisements. She analyses the register based on the linguistics (language style, sentence structure, and figure of speech), non linguistics factors, the varieties and figure of speech.

The second previous study is from the research “A Descriptive Study of Register Used in Ticketing Division at Tanjung Emas Semarang” by

Mega (UMS:2012). His type of research is a descriptive qualitative research. The objective of his study is to describe the form, to reveal the meaning and to identify the function of register used in the ticketing division. He uses the conversation that happened in the ticketing division at Tanjung Emas Semarang as a source in analyzing noun the register form and meaning. He found 8 register in the form of noun, 4 register in the form of verb, 3 register in the form of adjective and 7 register in form of compound word.

The similarities of this study with the first and second previous study is the discussion of linguistics form and the meaning of register. While the difference from the first previous studies is the object of the studies use the movie advertisement in www.21-cineplex.com and focused in sentence form. The second previous study uses conversation that is happened in the ticketing division as the main source, in this study the writer focuses on the register words and phrases in online shop at social media especially at facebook as the main source in analyzing the linguistic form and the meaning of register.

Based on the similarities and differences above, the writer tries to conduct the research entitled A SOCIOLINGUISTICS ANALYSIS OF REGISTER USED IN ONLINE SHOP OF SOCIAL MEDIA (WWW.FACEBOOK.COM). In this research, the writer analyzes the linguistics form and the meaning of register. The data taken from the

dialogue between the buyer and the seller in online shop and the function is to complete the previous one.

C. Problem Statement

Based on the background above, the writer formulates the problem statement, as follows:

1. What are the linguistic forms of the register used in online shop's language?
2. What is the meaning of the register used in online shop's language?

D. Objective of the Study

Based on the formulation of problem statement, the objective of the study are as follows:

1. To identify the linguistic forms of the register used in online shop's language.
2. To identify the meaning of the register used in online shop's language.

E. Benefit of the Study

There are two benefits of the research.

1. Theoretical Benefit

- a. The research gives more information about register to the English teachers and students.
- b. The research supports the development of subject dealing with language acquisition for the other studies.

2. Practical Benefit

a. The English Teacher

The research gives a clear description about the meaning of each register used in online shop at facebook.

b. The Future Researcher

The research can be used as the reference for those who want to conduct further research about the same topic.

F. Research Paper Organization

This paper consists of five chapters, as follows:

Chapter I is introduction consisting of background of the study, previous study, problem statement, limitation of the study, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory, consisting of theories as the basis for support in analysis the data. They are notion of sociolinguistics, macro-sociolinguistic, micro-sociolinguistics, language variation (Idiolect, Dialect, Chronolect, Sociolect, Style, Slang, Colloquial, Jargon, Argot, Register), the notion of register, context of situation, form of language, and types of meaning.

Chapter III is research method, consisting of type of the research, object of the research, data and data source, technique of collecting data, and technique of analyzing data.

Chapter IV is data analysis and discussions. In this chapter the writer will describe data analysis, and research finding.

Chapter V is conclusion and suggestions, it consists of the conclusion of the research, and suggestion.